

REP HEADLINE# 6301054  
\*\*\* ORIGINAL REV#0 \*\*\*

ADV #	09132	ADV. NAME	ISS/DCCC
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AGY # 03571 AGY. NAME GREAT AMERICAN MEDIA

3050 K ST NW,  
WASHINGTON, DC 20007

**ORDER #** **CONTRACT # 6301054**

PRDCT DCCC 10/02 EST#1474 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES	OCT2/12	OCT8/12	WK-1
10/2/12	10/2/12	10/2/12	10/2/12
10/3/12	10/3/12	10/3/12	10/3/12
10/4/12	10/4/12	10/4/12	10/4/12
10/5/12	10/5/12	10/5/12	10/5/12
10/6/12	10/6/12	10/6/12	10/6/12
10/7/12	10/7/12	10/7/12	10/7/12
10/8/12	10/8/12	10/8/12	10/8/12
10/9/12	10/9/12	10/9/12	10/9/12
10/10/12	10/10/12	10/10/12	10/10/12
10/11/12	10/11/12	10/11/12	10/11/12
10/12/12	10/12/12	10/12/12	10/12/12
10/13/12	10/13/12	10/13/12	10/13/12
10/14/12	10/14/12	10/14/12	10/14/12
10/15/12	10/15/12	10/15/12	10/15/12
10/16/12	10/16/12	10/16/12	10/16/12
10/17/12	10/17/12	10/17/12	10/17/12
10/18/12	10/18/12	10/18/12	10/18/12
10/19/12	10/19/12	10/19/12	10/19/12
10/20/12	10/20/12	10/20/12	10/20/12
10/21/12	10/21/12	10/21/12	10/21/12
10/22/12	10/22/12	10/22/12	10/22/12
10/23/12	10/23/12	10/23/12	10/23/12
10/24/12	10/24/12	10/24/12	10/24/12
10/25/12	10/25/12	10/25/12	10/25/12
10/26/12	10/26/12	10/26/12	10/26/12
10/27/12	10/27/12	10/27/12	10/27/12
10/28/12	10/28/12	10/28/12	10/28/12
10/29/12	10/29/12	10/29/12	10/29/12
10/30/12	10/30/12	10/30/12	10/30/12
10/31/12	10/31/12	10/31/12	10/31/12

**CO-OP BILLING NEEDED**

TO NSM/NSA  
FR LINDSEY FOR CHERYL  
NEW ORDER  
TTLS \$16,775  
PLEASE CONFIRM, THANKS

\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

[illegible]

**AGENCY EST# = 1474**

AGENCY ADVERTISER CODE = 11

AGENCY PRODUCT CODE = 14

1	1000A-1100A	30	10/2	10/5	1	TU-F	1
1	1000A-1100A	30	\$350.00				

PROGRAM : ELLEN  
CON COM1: ELLEN

2	1100P-1135P	30	\$1,350.00	10/2	10/5	TU-F
2	1100P-1135P	30	\$1,350.00	10/2	10/5	TU-F

PROGRAM : 11 PM NEWS  
CON COM1: 11 PM NEWS

AUG29/12 15.34  
\*\*\* WPXI-TV \*\*\*

:LINE#:REP :LINE#:	:CD: :	TIME PERIOD	:LGTH: :	:SEC: :	RATE	:START :DATE	:END :DATE	:SPTS :/WK:	WEEK INVT	DAYS	:TOTL: :SPTS:
3		1135P-1235A	30		\$675.00	10/8	10/8	1		MON	1
PROGRAM : THE TONIGHT SHOWWITH JAY LENO											
CON COM1: THE TONIGHT SHOWWITH JAY LENO											
4		1100A-1200N	30		\$275.00	10/2	10/5	1		TU-F	1
PROGRAM : ANDERSON COOPER											
CON COM1: ANDERSON COOPER											
5		1200N-1230P	30		\$375.00	10/2	10/5	1		TU-F	1
PROGRAM : CHANNEL 11 NOON NEWS											
CON COM1: CHANNEL 11 NOON NEWS											
6		500A-530A	30		\$300.00	10/8	10/8	1		MON	1
PROGRAM : CHANNEL 11 NEWS											
CON COM1: CHANNEL 11 NEWS											
7		500P-530P	30		\$800.00	10/2	10/5	1		TU-F	1
PROGRAM : CH 11 EARLY NEWS											
CON COM1: CH 11 EARLY NEWS											
8		530A-600A	30		\$400.00	10/2	10/5	1		TU-F	1
PROGRAM : CHANNEL 11 NEWS											
CON COM1: CHANNEL 11 NEWS											
9		530P-600P	30		\$800.00	10/2	10/5	1		TU-F	1
PROGRAM : CH 11 EARLY NEWS											
CON COM1: CH 11 EARLY NEWS											
10		600P-630P	30		\$1,000.00	10/8	10/8	1		MON	1
PROGRAM : CH 11 EARLY NEWS											
CON COM1: CH 11 EARLY NEWS											
11		600A-700A	30		\$650.00	10/2	10/5	1		TU-F	1
PROGRAM : CHANNEL 11 NEWS AT 6AM											
CON COM1: CHANNEL 11 NEWS AT 6AM											

REP HEADLINE# 6301054  
 \*\*\* ORIGINAL REV#0 \*\*\*  
 REP: TEL# 215-564-1206 FAX# 215 564 1103  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG29/12 15.34  
 \*\*\* WPXI-TV \*\*\*

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS/WK	:WEEK INVT	:DAYS	:TOTL SPTS
12			630P-700P	30		\$2,100.00	10/2	10/5	1		TU-F	1
	PROGRAM : NBC NITELY NEWS											
	CON COM1: NBC NITELY NEWS											
13			700P-730P	30		\$1,500.00	10/8	10/8	1		MON	1
	PROGRAM : JEOPARDY/WHEEL OFFORTUNE											
	CON COM1: JEOPARDY/WHEEL OFFORTUNE											
14			700A-900A	30		\$625.00	10/2	10/5	1		TU-F	1
	PROGRAM : TODAY SHOW											
	CON COM1: TODAY SHOW											
15			730P-800P	30		\$1,650.00	10/2	10/5	1		TU-F	1
	PROGRAM : JEOPARDY/WHEEL OFFORTUNE											
	CON COM1: JEOPARDY/WHEEL OFFORTUNE											
16			900A-1000A	30		\$400.00	10/8	10/8	1		MON	1
	PROGRAM : TODAY SHOW2											
	CON COM1: TODAY SHOW2											
17			1000P-1100P	30		\$1,500.00	10/5	10/5	1		FRI	1
	PROGRAM : DATELINE											
	CON COM1: DATELINE											
18			600P-630P	30		\$675.00	10/7	10/7	1		SUN	1
	PROGRAM : CHANNEL 11 NEWS SUNDAY											
	CON COM1: CHANNEL 11 NEWS SUNDAY											
OCT/12			16775.00									
											CONTRACT TOTAL	16775.00
											TOTAL SPOTS	19

MARKET TOTALS \$57,844 WPXI 29% KDKA 36% WTAE 23% WPGH 9% CABL 1% WPCW 1% WPMY 1%  
 SVC- NSI  
 DEMOS- RA35+\*



AUG29/12 15.30  
\*\*\* WPXI-TV \*\*\*

REP HEADLINE# 6301044  
\*\*\* ORIGINAL REV#0 \*\*\*

:LINE#:	REP	:CD:	TIME PERIOD	:LGTH:	SEC	:	RATE	:	START	:	END	:	SPTS:	:	DAYS	:	TOTL:
:	:LINE#:	:	:	:	:	:	:	:	DATE	:	DATE	:	/WK:	:	INVT	:	:SPTS:
3			1135P-1235A	30			\$675.00		10/1		10/1		1		MON		1
PROGRAM : THE TONIGHT SHOWWITH JAY LENO																	
CON COM1: THE TONIGHT SHOWWITH JAY LENO																	
4			1200N-1230P	30			\$375.00		9/25		9/28		1		TU-F		1
PROGRAM : CHANNEL 11 NOON NEWS																	
CON COM1: CHANNEL 11 NOON NEWS																	
5			500P-530P	30			\$800.00		9/25		9/28		1		TU-F		1
PROGRAM : CH 11 EARLY NEWS																	
CON COM1: CH 11 EARLY NEWS																	
6			530A-600A	30			\$400.00		10/1		10/1		1		MON		1
PROGRAM : CHANNEL 11 NEWS																	
CON COM1: CHANNEL 11 NEWS																	
7			530P-600P	30			\$800.00		9/25		9/28		1		TU-F		1
PROGRAM : CH 11 EARLY NEWS																	
CON COM1: CH 11 EARLY NEWS																	
8			600P-630P	30			\$1,000.00		9/25		9/28		1		TU-F		1
PROGRAM : CH 11 EARLY NEWS																	
CON COM1: CH 11 EARLY NEWS																	
9			600A-700A	30			\$650.00		9/25		9/28		1		TU-F		1
PROGRAM : CHANNEL 11 NEWS AT 6AM																	
CON COM1: CHANNEL 11 NEWS AT 6AM																	
10			630P-700P	30			\$2,100.00		10/1		10/1		1		MON		1
PROGRAM : NBC NITELY NEWS																	
CON COM1: NBC NITELY NEWS																	
11			700P-730P	30			\$1,500.00		9/25		9/28		1		TU-F		1
PROGRAM : JEOPARDY/WHEEL OFFORTUNE																	
CON COM1: JEOPARDY/WHEEL OFFORTUNE																	



REP HEADLINE# 6301044

\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 215-564-1206

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

FAX# 215 564 1103

HARRIS REPORT FROM REP

AUG29/12 15.30

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:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL: SPTS:
SEP/12	14350.00		OCT/12			\$4,825.00						
CONTRACT TOTAL												19175.00
TOTAL SPOTS												21

MARKET TOTALS \$66,120
WPXI 29%
KDKA 36%
WTAE 23%
WPGH 9%
CABL 1%
WPCW 1%
WPMY 1%

SVC- NSI
DEMOS- RA35+\*